

**Summer Schedule of Business Hours**

Daily 9 A. M. to 5 P. M.—Saturdays Closed All Day During July and August, Including Sept. 3rd

**J. M. Gidding & Co.**  
364-366-368 FIFTH AVE. AT 46<sup>TH</sup> STREET  
NEW YORK PARIS  
"THE PARIS SHOP OF AMERICA"

## REMOVAL SALES NOW IN FULL SWING

The Gidding Establishment will be at Fifth Avenue, 56th and 57th Streets—in the Autumn.

Before going into our new establishment now in course of construction, everything in our present building is being sold regardless of its former cost or value---

Sports, Travel, Town or Country, Suits—or Costume Suits for the more dressy occasions.

Day Coats & Coat Wraps of cloth or silk—

Wraps for Summer Evening Wear of taffeta, satin, chiffon and silk crepe, including several handsome fringed styles.

Handsome Evening Gowns and Frocks for dance and dinner wear at resorts, including imported Model Gowns.

Day Dresses for Town, Country or Sports wear—

Summer Frocks of organdie, swiss, foulard, chintz, gingham and silk crepe, including our entire collection of French hand made and hand embroidered styles.

Summer Hats for Country, Sport or Town Wear.

Imported Beaded Bags—Hand Bags—Costume Jewelry and Paris Novelties.

Hand-made French Blouses

with trimmings of real laces.

Tailored Waists—Sweaters—Slipovers—Hand Made Neckwear—Camisoles and French Underwear with trimmings of real lace.

Our entire collection of Rich and Beautiful FURS is also in the Sale embracing Coats—Coatees—Wraps—Neck Scarfs and Separate Pieces.

Terms of Sale are Cash—No Approvals or Credits

Cap and Fringe Hair Nets, 1.00 Dozen

**Arnold, Constable & Co.**

5TH AVENUE AT 40TH STREET

## Featuring 1922 Reductions Now A Merchandise Story

THE PEAK OF HIGH PRICES WAS REACHED IN MARCH OF 1920, CAUSED BY THE HIGH PRICES FOR COMMODITIES AT THE SOURCE, COMBINED WITH THE HIGHEST LABOR COSTS THE WORLD HAS EVER KNOWN. BY JANUARY OF 1921, THIS STORE REDUCED ITS MERCHANDISE PRICES ON AN AVERAGE OF 25% TO 40%. THIS WAS ACCOMPLISHED BY THE SEVERE DROP WHICH TOOK PLACE IN RAW MATERIALS, WHICH MARKET HAS NOW BEEN THOROUGHLY LIQUIDATED, AND IT IS THE FIRM CONVICTION OF THIS HOUSE THAT BY OCTOBER OR NOVEMBER THE REDUCTION OF MANUFACTURING COSTS WILL BE FULLY 25%.

THEREFORE WE ARE OFFERING IN THE FOLLOWING DEPARTMENTS, ARTICLES GREATLY IN DEMAND AT SPECIAL SALE PRICES, WHICH PRICES, DISCOUNTING THE DROP IN MANUFACTURING COSTS THIS FALL, WILL BE ABOUT REGULAR PRICES IN 1922.

### No Returns

#### Men's Wear

##### In the July Clearance

Men's Summer Ties of silk Foulard and popular Grenadine—new figures and dots—Formerly 1.50 Each. Clearance .95

Men's Pure Silk Shirts—smart patterns and colors. Formerly as high as 10.50. Clearance 5.95

Men's Double Weight Broadcloth Silk Shirts—ideal for country club and vacation wear—Formerly 14.50. Clearance 9.95

Solid Color Linen Scotch Madras Shirts marked down for disposal. Formerly 6.00 and 7.50. Clearance 4.45

Men's Knit and Loose Style Union Suits. Formerly 2.25 to 3.95. Clearance 1.75 and 2.75

Men's Pajamas in various materials and colors. Formerly 3.50 to 5.50. Clearance 2.95 to 4.95

#### Silk Umbrellas

##### Underpriced at

4.95

A sale that ranks as one of the outstanding value achievements of the clearance. Women's durable quality fine silk Umbrellas in short club styles and colors to harmonize with summer costumes.

Formerly up to 7.50

#### Women's and Misses'

##### Smart Apparel

##### Phenomenally Low Priced for Clearance

Wraps and Coats in a variety of ultra smart styles—shown in the favored shades and materials—plain tailored or modishly trimmed with buttons, bands, etc.

Formerly 19.50 to 235.00  
Clearance 16.08 to 188.00

Remainder of a special purchase Jersey Sports Coats—Tuxedo model.

Formerly 7.95  
Clearance 5.95

Suits, Frocks of silk and wool materials and a grouping of skirts now subject to reductions of

1/3 to 1/2 the Original Prices

##### Summer Apparel

10% off

Former Sale Prices

Including entire stock of cool summer frocks, wash and sports skirts. Reduction to be taken as each garment is sold.

No Approvals No Exchanges

### No Approvals

#### Women's Blouses

At a mere fraction of their former prices.

Offering a remarkable opportunity to procure Blouses of every type for every occasion at prices which average

1/3 to 1/2 off

Included are costume Blouses of heavy lustrous silks and exquisite georgette—dainty lingerie models and various tailored Blouses. All sizes in the assortment but not in each style.

Formerly 7.50 and 9.75. Now 5.00  
and ranging up to  
Formerly 69.75 and 89.50. Now 45.00

### Seasonable

#### Cotton Goods

##### At Half Price

Sheer Voiles—White grounds with colored woven designs in a variety of styles and colorings. 36 inches wide. Formerly .75. Clearance .37

Organdies in dainty small designs on white grounds, absolutely fast colors—40 inches wide. Formerly .65. Clearance .32

## Women's Pure Silk Sweaters

In an extraordinary July Clearance

At 22.50

Regularly Priced from 32.50 to 45.00

Smart Tuxedo sports model in assorted pure silk weaves—in Navy, Black and a few colors—sizes 36 to 44—but not all sizes in each style and color.

Wool Slip-on Sweaters in favored Navy Blue. Clearance at 2.95 Pure Wool Tuxedo Sweaters in attractive shades. Clearance at 3.95

Imported Mohair Sweaters. Clearance at 7.45 Pure Fibre Silk Tuxedo Sweaters. Now 9.75

No Returns. No Approvals.

### Sale of Silks

Printed Chiffons and Georgettes ideal for cool summer frocks and blouses—40 inches wide. Formerly 3.75. Clearance 1.25

All Silk Georgette Crepe in an ample dress width of 40 inches—in the favored shades. Formerly 2.00. Clearance 1.15

Crepe de Chine—a beautiful weave shown in a range of the most desirable colors—40 inches wide. Formerly 2.25. Clearance 1.35

Heavy White Habutai Silk for Sports Skirts, Blouses and Lingerie. 36 inches wide—an imported quality. Formerly 2.75. Clearance 1.58

### Women's Gloves

Soft Chamois Suede Lisle Gloves in fashionable 12 and 16 button lengths. Also a strap wrist glove of the finest quality Chamois Lisle—in smart colors, including Cafe au Lait. Formerly 1.50 to 1.95. Clearance .95

Milanes Silk Gloves in 12 and 16 button lengths. White, Black and attractive colors. Formerly 1.95 pair. Clearance 1.58

### Silk Hosiery

Women's pure silk and fibre mixed Hosiery, lustrous and durable; reinforced with cotton tops—in Black, White and Gray. Semi fashioned. Clearance .87

### Lisle Vests

Dainty Swiss ribbed Lisle Vests for women—a gauze weight summer model shown in pink or white. Formerly .50. Clearance .39

### Bright Cretonnes

A decidedly interesting assortment slated for clearance includes many novel and conservative patterns shown on charming light, medium or dark backgrounds—the quality is way above the average and the price way below the average, so that an immediate disposal will be the result. Heretofore up to .48 yard.

Clearance .28

### Scrim Curtains

Cool and dainty, these Curtains are ideal for use in summer cottages and bungalows. Made of a soft, durable quality of scrim and finished with a narrow lace edge, two and a quarter yards long.

Clearance at Pair. 1.30

Other Scrim Curtains—To Close at .90 Pair

### Towel Clearance

Turkish Towels fully bleached, heavy and absorbent. Sizes 18x36 to 24x54. Sale Price 3.75 to 9.00 Dozen.

Kitchen Towels—fine Union Linen (linen and cotton) type glass Towels, neatly hemmed and looped ready for use. Formerly .75. To Close .50 each

Pure Irish Linen Glass Toweling—extra heavy. Formerly .70 yard. Now .39

### Madeira Linens

A collection of hand embroidered linens featuring a very attractive scalloped edge. Tray Cloths, Scarfs, Centerpieces, Tea and Luncheon Cloths. Clearance 3.25 to 16.29 each.

### Women's Neckwear

1/2 off

Clearance of a special lot of imported Neckwear, including dainty Collars, Sets and Vestees. Reduced to exactly half of the former prices.

### Incomparable Values in

#### Women's Bathing Suits

Pure Wool Jersey Swimming Suits in smart colorings and combinations, tights attached. Also a clever Venetian Bathing Dress that has the appearance of heavy satin and will shed the water quickly.

Regularly Priced at 6.95

Clearance at 4.95

Other attractive models slated for clearance are now priced from 6.95 to 42.50.

Annette Kellerman Tights, .95 and 1.95.

### Chambray Rompers

Go in the Clearance at

1.85

Two cool summer models made on ample lines to afford perfect freedom for tiny arms and legs. White hemstitched collars and cuffs or bands of the same are features. Shown in blue, pink and yellow. Sizes 2, 3 and 4 years. A noteworthy value.

### House Dresses

Notwithstanding the clearance prices the range of styles is quite complete—

Smart practical frocks fashioned of Percale and Gingham in a diversity of checks and figured patterns. Also cool summer fabrics.

Clearance 2.95, 3.95, 4.95.